

FREE

The COMPUTER PAPER

BRITISH COLUMBIA'S COMPUTER INFORMATION SOURCE

Vol. 1 No. 2 March 1988

INSIDE

Desktop
Publishing
Trends
in Quad
Micro
Printing &
Publishing



DESKTOP
PUBLISHING

PHYSICIANS ON CALL



Wayne Hattner, Doug Casey & Michael Springer

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THE COMPUTER PAPER

British Columbia's Computer Information Source

March 1993

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Now it was done. Photograph was chosen with an Altibase camera, the image was then brought into Quark Express on a Macintosh SE. The grey scale was manipulated and the image was done in an Illustrator 3.00

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Letter from the Editor

Thanks for the responses, our reader's survey is still being analyzed, but the results are promising, we seem to have the most much needed publication. Our advertisers tell us you're giving them a good response as well. We appreciate it when you mention where you see this ad. This helps us to tell ads, and the more ads we sell, the more coverage we can provide for the best ones.

This month we take a look at the rapidly growing field of Desktop Publishing. We start off with the latest info in the "Desktop Field: Desktop Presentations. It is no surprise that desktop publishing is being discussed with respect for presentation. The real slick presentations these days are directly incorporating computers into the presentations via special slides, boards or projection which allow the data to be "live". So I will leave the rest of the story to Peter Wright.

I met Daren Amel a while ago at a Vancouver Knowledge Publishing Association (VKPA) meeting. When it came time to prepare for the next issue, I thought who better to lay the foundation than Daren with his depth of background and clear explanations.

Another old friend Tony Brown gives the perspective on the state of the art, so cutting technology.

Desktop Publishing has become a practice for many people and many people are not using technology (companies) and now they are. Mary Jane Demet gives some perspective on the need for training and the needs of people in training.

And what publisher on DTP can help but tell me the details of which program to be? Gordon Field of Moody Mac in Surrey gives his version of "who is the best DTP program of all".

Dave Allen from TelusNet, the local Amiga user group, is a member and regular Amiga user, but he's not about the Amiga's new found capabilities. So we said we would give him some real time for his views. Sounds like an interesting program - definitely an interesting machine.

Gordon Field gives us a perspective on the Macintosh Amiga and with a look at a personal and inexpensive word processing program - PC-WRITE.

One of our best friends, Peter Wright, VKPA, is the one who occasionally sponsors an open house. This month we get an invitation to SFTSC. A fast moving company in a rapidly growing area.

Our calendar is bigger and better this year. If you're interested in company lists, a listing, let us know. We will try to fit it in. If you attend one of these events or meetings please tell the people running the event, when you are the listing for their column. And yes, we did go over the listing for their column. And yes, we did go over the listing for their column. And yes, we did go over the listing for their column.

This reader survey is back in a new and improved form. It is a full length questionnaire, but the address right on it and includes two new questions, one of which tells us where you placed it up, and the other which leaves more space for your comments. Thanks to all of you who submitted it, it is a great thing to be the kind of magazine feedback that we did. If you mention you are the mailing list, we sure to tell it and send it along and we will send you some more.

Hope you enjoy the rest.

- Karen Smith-Clague

Next Month in
THE COMPUTER PAPER:
*Vancouver
Software
Companies
and more!*

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From Computer to Overhead Projector 5



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NEWSBYTES

CD-ROM

NEWS ON CD-ROM COMES FROM INTER

CD-ROM ONE — Jack Davis, of Antares Associates & Co., the Bay Ridge manufacturing firm, says it is completing a design to give analysts a stack of nine books on CD-ROM discs made by Sony. His targeted emergency rooms are providing to CD-ROMs to give Microsoft's "Microsoft Office" program control. Davis' CD-ROM One's "Office" Series, Inc. is making money selling U.S. Geological Survey Maps on a CD-ROM called "Windows on the World." Local development is making more money than anyone anticipated, says Davis. He says he has been making more money in the CD-ROM market than in the software market. Davis' CD-ROM One's "Office" Series, Inc. is making money selling U.S. Geological Survey Maps on a CD-ROM called "Windows on the World." Local development is making more money than anyone anticipated, says Davis. He says he has been making more money in the CD-ROM market than in the software market.

Microsoft's "Windows on the World" CD-ROM has been on the market for a while. It is called "The Industry Standard." Look for Microsoft's "Windows on the World" CD-ROM to be a success. Microsoft's "Windows on the World" CD-ROM has been on the market for a while. It is called "The Industry Standard." Look for Microsoft's "Windows on the World" CD-ROM to be a success.

SPECIAL STORAGE RAMMERS BY LACK OF STANDARDS, WEAK SUPPORT
ATLANTA (ENR) — CD-ROMs are the coming thing in the storage market of information. A single disc provides a year's worth of information. A single disc provides a year's worth of information. A single disc provides a year's worth of information. A single disc provides a year's worth of information.

"We haven't done it yet," says one of the CD-ROM makers. "We haven't done it yet," says one of the CD-ROM makers. "We haven't done it yet," says one of the CD-ROM makers. "We haven't done it yet," says one of the CD-ROM makers.

A third weakness may be information broker. A third weakness may be information broker. A third weakness may be information broker. A third weakness may be information broker. A third weakness may be information broker.

MICROCHIPS

LEAP RESEARCH/THOMSON SEMI, AND JAPAN
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MURPHY'S COMPUTER/STANDARDS/WORK/STANDARDS
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CANADIAN NEWSBYTES

ASSOCIATION SEEKS MEASURES TO STRENGTHEN SOFTWARE INDUSTRY
MONTREAL, Que. — Canadian government, business and educational associations are working together to strengthen the country's software industry.

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FREE SUBSCRIPTION TO THE COMPUTER PAPER

Just fill in this questionnaire and send it into us. We will mail a copy of the paper to you and you won't have to miss an issue.

Dear Reader,

Welcome to the Computer Paper, it's our second issue. We hope you are enjoying it. We would like to start things off right by getting some feedback from you. As an incentive, we will put you on our mailing list if you take the time to fill in the questions below.

The questions are put to us in the office at what's happening in our office, and it goes to everyone so to where you would like to see it. (Include your e-mail something to let our advertisers when they ask "hello's reading?") So we encourage you take a few minutes and fill in the answers.

1) Which article did you read? And how do you rate them: 1-10. (1 is best, 10 is best)

Name of Article _____ Rating _____

2) How many other people read your copy of The Computer Paper?

1) Nobody
2) 1-3 people
3) 4 or more

3) Do you plan to keep the paper after you read it?

1) yes
2) no

4) What is your position in the company?

1) President/CEO
2) Vice President
3) Senior Manager
4) Manager
5) Sales/Marketing
6) Other

5) Are you: 1) Male
2) Female

6) What best describes your office?

1) Branch office
2) Head office
3) Local office
4) Other

7) Do you follow your company's decisions on purchasing, leasing or renting any of the following? Check all that apply:

- 1) accounting services
- 2) desktop publishing
- 3) computer consulting
- 4) computer hardware
- 5) computer software
- 6) fax equipment
- 7) office furniture
- 8) computer outsource
- 9) telecom equipment
- 10) on-line computing
- 11) none of the above
- 12) other

8) What category best describes the industry you work in?

- 1) retail trade
- 2) wholesale trade
- 3) manufacturing
- 4) construction
- 5) insurance related
- 6) banking and finance
- 7) services
- 8) accounting
- 9) health services
- 10) transport/communications
- 11) professional, health, legal, education
- 12) professional, engineering/architectural
- 13) public services/government

9) How many employees work for your company in the Vancouver area?

- 1) 1-5
- 2) 6-10
- 3) 11-20
- 4) 21-50
- 5) 51-100
- 6) 101-250
- 7) 251-500
- 8) 501-1000
- 9) 1000+

10) What is your company size by total annual sales/revenue?

- 1) Under \$100,000
- 2) \$100,000-\$250,000
- 3) \$250,000-\$500,000
- 4) \$500,000-\$1,000,000
- 5) \$1,000,000-\$2,500,000
- 6) \$2,500,000+

11) How old are you?

- 1) under 20
- 2) 21-34
- 3) 35-44
- 4) 45-54
- 5) 55-64
- 6) over 65

12) What is your highest level of education?

- 1) High School
- 2) Secondary/Post-secondary
- 3) University degree

13) In what area do you live?

Postal Code: _____

14) What is your household income?

- 1) under \$20,000
- 2) \$20,000-\$35,999
- 3) \$36,000-\$49,999
- 4) \$50,000-\$69,999
- 5) \$70,000-\$89,999
- 6) Over \$90,000

15) Where did you pick up your copy of the paper?

16) What would you like to see more of in the paper?

- 1) Yes, send me a subscription
- 2) No, don't send me a subscription

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Title: _____

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at St. Catharines and the Centre for Advanced Manufacturing with facilities in Canada and throughout the world will be put in the black.

Wheaton would also continue to whether any private-sector buyers are interested in the plant, none of which turn a profit. However, he said he initially "expectancy can be profitable."

He said the Ministry of Industry, Trade and Technology plans to transfer operations to Centre for Advanced Technology at Yorkville, while the Centre for Farm Machinery and Food Processing Technology in Oakville will be moved over to the provincial Ministry of Agriculture and Food.

INDUSTRY ONLINE. Toronto in-line distributor operator has added The Canadian Press onto its on-line retrieval service, which already offers an assortment of Canadian and U.S. daily and weekly newspapers.

NCR CANADA PRESENTS PROJECTS FROM YRDE WATERLOO, ON. NCR CANADA Ltd. today supports without a word in excess of 100,000 non-commercial workstations based on open standard software (software) or other environments, according to Donald L. Allen, president of NCR's Canadian subsidiary, located in Mississauga, Ont.

Speakers at an international group of economists and commerce leaders in Waterloo, Allen backed the idea of a free-trade agreement between Canada and the U.S. — an idea which has attracted support from the business community in Canada, since it would open up a massive market for the Canadian products, individually and collectively in the U.S.

"Setting aside fears about social or political domination, the risk that arises should Canadian firms refuse to compete effectively in the U.S. and among the world," Allen said. "Effective competition is certainly what we must be prepared to sell reasonably more for."

Allen says that Canada President Jean Chretien and heads of several high-tech industry associations have no support for the agreement. **CONTACT NCR CANADA LTD.** 6845 Century Ave., Mississauga, Ont. L4N 1P1. (416) 678-6000.

THE VANCOUVER TECHNOLOGY MARKET LETTER will help help the business community in the Pacific Northwest. The VANCOUVER POST recently has 10,000 old subscribers but failed in several other attempts to reach the public. Now subscribers will get back 10 per cent of additional subscription costs.

DESKTOP PUBLISHING

DISCOVERMORE. San Rafael, Ca. says it has sold its own desktop publishing of The Press Book. Originally announced at PMA, the program quickly became a hit and has now moved on to other cities for 100 weeks.

DTP HELPS CREATE INSTANT BOOKS ON CALIGRAPH OLIMPIA. CALIGRAPH (NE) — If you think there are no more instant books, you might be right, you might be wrong as well as at Master Line Productions.

One writer and 70 photographers working for the Vancouver-based publisher are working on the Olympia Touch series. The series will have a series of about 100 books about Vancouver, they're producing a 200-page book about "The Flame," which is scheduled for February 25. What makes this possible is desktop publishing using Adobe's PostScript and PageMaker software, plus the PMA Converter can be used to convert the files to the PMA Converter. INSTANT LOWE PRODUCTIONS, (408) 861-9122.

COVER, RELEASES DTP TOOLS. OTAWA (NE) — One System Corp., a supplier of desktop publishing software, has announced two new desktop publishing programs for MS-DOS computers. One designed for two users, either on a single or multi-user system, and the other is a desktop publishing tool for a single user. Output is in PostScript format and can be imported into Ventura Publisher or PageMaker. Cover Newsletter offers a series of books, standard, standard, standard, or standard versions of standard PostScript files. Each of the two packages will sell for \$199. **CONTACT: COVER SYSTEMS CORP.** 1400 Carleton Ave., Suite 110, Ottawa, Ont. K1T 7H4. (613) 728-5330.

GENERAL

THE COMPUTER PAPER OFFER WEST-COAST MARKETS. VANCOUVER (NE) — British Columbia now has its own monthly publication for the computer PC market. THE COMPUTER PAPER, recently started, will be published by the Vancouver-based company, which has 10,000 subscribers. The paper will be published by the Vancouver-based company, which has 10,000 subscribers. The paper will be published by the Vancouver-based company, which has 10,000 subscribers.

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off for Mac Plus/Time, 1995, allows programmers to distribute share applications without paying the full program.

Adobe Inc. is buying of Auto-Jobber Software, in the making for month according to sources, could have been worth an estimated \$50 million dollars although no price for the takeover was disclosed.

YOUR PERFECT PROGRAMMER BY MATH 20

ORION, Utah (NH) — People who bought buggy from vendors of WordPerfect at the MacWorld exhibition probably won't rate them as such some time in March, according to the company. WordPerfect changed beyond 300 for a beta copy of the WordPerfect word processor at the fair, but it was the second round of 1995. Indeed, the company said that MacWorld Expo is where the product has been improved.

Some 1,500 have tagged up at the fair and are participating in the debugging process. Comments about bugs are being sent to WordPerfect via the phone and electronic mail. Meanwhile, WordPerfect is also planning to up its price to double five percent by March 21, the date when say they've been given the first steps out of WordPerfect.

APPLE KICKS OFF BUSINESS FORUMS

MARILYN, Ont. (NH) — Apple Computer, a leading Canadian business with a store at "Business Canada" in Ontario, is sponsoring a series of seminars for people who are expected to attend the sessions in Toronto, Ontario, and Vancouver, British Columbia. The seminars feature will discuss business, a product, and a software showcase for small and medium-sized business software for the Macintosh.

Registration for the forum is free. Public sessions are in Toronto on February 16, Ottawa February 19, Montreal February 22 and 23, Edmonton February 25 and 26, and Vancouver February 28 and March 1. CONTACT: APPLE, 1-800-317-6600, ext. 50.

APPLE CANADA INC., Markham, Ont., is pleased to be the Federal Court of Canada has found several companies and individuals in Vancouver guilty of copyright of users for copying registered software, selling Apple Diskettes. U.S. Macintosh Inc., Canada Music Systems Inc., and other such companies with the Macintosh product guilty to the charges.

APPLE SEES BIG GROWTH IN "IMPOSSIBLE" LAPTOP, NEW IT IN '95

CUTRINO, Cal. (NH) — Apple Computer Company John Sculley said shareholders that Apple's revenues should grow 30% this year — up 95 over 1993 growth figures — at the first annual shareholders meeting. Said Sculley: "We are on our way to becoming the \$5 billion company that we hope to be by 1995." The record was clearly evident in shareholders also approved the appointment of executive John Sculley as Apple's chief of directors.

Sculley told the crowd 1994 will be the year of communications. "Just as 1993 can be characterized as the year of the CPU's," he said Apple will introduce a host of communications products to link Macintosh with other computers, a problem which is already manifested with Apple's introduction of new programming tools for Macintosh network users. (see next story)

In a private meeting with analysts, Sculley mentioned that he would like to sign a smaller, two-pronged Macintosh II, but gave no date for such a product. His public relations officers later claimed up the necessity by saying a lower-end Macintosh II will not appear until 1994. The Sculley, "new cool" means a complete Mac II system for \$5,000 instead of \$7,000 to \$10,000.

Apple isn't talking about the success of a laptop that would be introduced as early as March. Several sources in MacWorld Expo report around a new-type laptop Macintosh with looks similar to the Toshiba T3000 and a high resolution, new technology screen.

APPLE INTRODUCES SOFTWARE TO HELP MACS NETWORK

CUTRINO, Cal. (NH) — New tools for programmers are aimed at boosting every key remaining barrier between the Macintosh and the IBM world. Apple Computer has introduced two WordPerfect, software which allows Macintosh users, such as post-down editors, access and windows, to be a user-level interface for all computers on a network. Also introduced was a product called MacProject, another tool to connect Macs with IBM's Apple's local file-based database, "the year of communications." Indicating these are only the tip of the iceberg of products Apple will introduce for communications and networking this year.

THE STOCK MARKET

BEWILFLED PACKARD'S CHINING FISCAL QUARTER

P.M.O. AUTO, Cal. (NH) — Hewlett-Packard computers to race Wall Street with credibility and courage. In its last financial statement, the firm claims to have sales growth (up 54% to \$779 million, compared to same last year) Sales increased to \$2.2 billion. HP's chief executive says system are up 35% compared to 1993 and are the "highest for any quarter in history." Analysts are fond of using HP as a benchmark for the general health of the computer industry. Consequently this latest report prompted one to proclaim: "the industry is in good shape."

COMPAQ, Houston, commercial dealers with respect to over \$2.1 billion sales last, and reported improvements in its SolusPlus dealer support program. Plus parts and better form of programs are among the big announcements.

UNISYS CORP. of Blue Bell, Pa., says in double-digit growth in profits this year, according to Chairman W. Michael Macintosh. Macintosh said analysts he expects revenue of between \$1.5 billion and \$1.7 billion by the early 1990s. Last year, the company earned \$75 million (34.3% per share) on \$93 billion in sales.

IBM CORP., Montreal-based parent of Bell Canada, Northern Telecom and several other companies has up and nearly \$8,000. IBM's Canada Division Data Inc., also of Montreal, giving a 30 per cent increase in all. Microsoft is back after Translogic Canada, which provides overseas satellite communications.

LINEAR TECHNOLOGY INC., an integrated circuit, when former head in intelligence, Cal., made a profit of \$527 million in the year ended Dec. 31, up from \$317 million in the previous year. Revenues rose, too — from \$312.4 million to \$317.2 million.

COMPUTER INNOVATIONS DESIGN/TECHNOLOGY INC., Winnipeg, Can.-based operator of all Canadian Computer/Land Distribution, made \$31 million in the 10 months ended Dec. 31, up from \$25.1 million in the 10 weeks a year earlier. Revenues climbed to \$31.1 million from \$27.4 million.

IBM CORP. OF CANADA, Calgary, reported a profit of \$37 million in the year

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Desktop Presentations

Fast and slick—from computer to overhead projector

Desktop Presentations: The 3rd-Ward, slides again

The computer industry loves backwards, and one of the most loved is desktop. Desktop publishing has become a verb: for selling considerable amounts of hardware, software and services, with Apple being the chief beneficiary. Of course any selling opportunity doesn't remain unchallenged for long, so now we find the MS-DOS world offering cost-effective alternatives to being able to drive the paper document world.

Well, desktop presentations are about to emerge as the new desktop method, with Apple publishing what has been up until now an MS-DOS specialty.

Many of the sales done by desktop publishing are not the professional but for use in business presentations. What we will see in the near future is a rapid rise in the sales of software packages to handle the unique needs of the business presentation.

• **Photo Slide Show** from the *Macintosh* division



Microsoft's *PowerPoint* ABOVE you is quickly assembled and supports a Desktop Presentation.

What is a Desktop Presentation?

Center your point across the slide for dealing with three items:

- Communications
- Concentration of knowledge
- Speaker Support
- Control of the Process

Follow when you wanted to do any of these, ported down either to view it on a display your ability to control your graphic presentations with the tools in your desk. Desktop presentations make you the ability to do presentations on your own that looks like you had the graphics department do, without taking time of your time. This may seem like a heavy job but with modern tools, but want and you get a taste of what does do to keep in constant review.

Public speaking makes use of the high stress angle for most people, as methods of reducing the stress of that task will naturally disappear in the office.

With this type of system you can integrate your ideas with industry design support by graphics, changing the appearance for each audience or instead of presentation such as monochrome or photos, along with handouts. The addition of new hardware allows you to even use the computer to be the image of presentation. If you add a color video panel it is an overhead projector or even a full-color video projector.

The basic process for desktop presentation is that it puts you in charge of presenting, which is the way it should be any case.

Planning: You may look like but you're fast flipping around

In planning your presentation you must identify the key points that you want your audience to know. Decide where the focus will be the contents of focus, most of the audience will be so familiar with it as you are. This is the time for general presentation. You are then to add supporting evidence, to make your points believable by the audience. It is only when the graphic design that desktop presentation can give you the presentation.

Producing: If the presentation looks good, so will you.

After a few of the do this type of thing everyday it will be almost to control a style guide to give you an idea as how to give a presentation. The old quote "View is not better because missing" is a good phrase.

Creating up with customers look it feel to your visual will make everything seem more convincing. It will confirm the professional image you hope to gain by using desktop presentation.

This medium is becoming the best to be considered as

you build the presentation, because what you say will be effectively how you can say it. If you are giving a presentation with 35mm slides that you should consider this as the new screen looking your look and feel. Simulations can be modified to fit the medium, but if you find that happening on other perhaps the medium should be reviewed.

The present: How do we get it done?

Need to speak, Must have handouts

There are many ways that the computer presentation will present. Quick because enough time is easily added, and the audience of the presentation will remain more than the presentation with printed material to jog memory back to the point.

The sales need in any way to create what you are looking for in materials, and in order to present a presentation graphics that the software companies are addressing it is now possible to create a very acceptable data-based presentation to make 3D materials.

This means it is able to be worked with software as the ability to take your data and send them to a service for data processing on a weekly basis.

All of these developments are designed to make a easy enough to put in every one for step-by-step guides while having the power to look for the important, put out all the steps in a single.

What is available?

The new products are not coming to your computer dealer will include software designed to quickly generate graphics and sort in the laptop this you will need if you are going to produce slides in a weekly basis.

The hard ware platform are designed to combine graphic power with text manipulation. Up until this year if you wanted control in your work it you were better off with high-DOE based systems, but with the addition of the Microsoft II, you benefit from the competition. The advantage in the Microsoft system is to allow you to, quality, as well as most of the recent products have been had a so good.

The accuracy of data, such as graphs and tables, can be dropping in price without sacrificing quality, you can print when in focus, purchase it is a reasonable price.

The ability of data now is that it is more than just overhead transparencies, slides or handout material, but through the available services, and you exactly what is needed in a matter of days, when it used to be a matter of weeks. This type of control is necessary in today's business climate, and it is the best one.

Why do you need Desktop Presentations?

Simple put, when you give a presentation you need to have control, quickly and cheaply. Anything that saves time is valuable to most people and even better when it comes along with saving money. Desktop presentations are a major step for all the problems involved in arranging a presentation, but you are in control of a situation that can easily be changed at any time.

• **Photo Slide Show** from the *Macintosh* division



PowerPoint allows you to generate your slides before printing or display.

• **Photo Slide Show** from the *Macintosh* division

Steve Wright is President of Business Systems & Video in Vancouver, a computer specialist in Desktop Presentations 604-684-6464.

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The Computer Paper Interview: Daken Ariel

Daken Ariel is President of Coast Computers a Vancouver company specializing in Desktop Publishing hardware and software. He talks here about the basics of Desktop Publishing and how it can benefit your business.

Interview By Kiran Singh Khosla



Are in Profit from Desktop Publishing?

Desktop Publishing—has the latest buzz word in the computer industry. What is it and how can we profit from it?

What is Desktop Publishing?

Desktop Publishing (DTP) is the natural evolution of word processing. You might call it an exciting word in the high quality production of the written word on a computer. The advanced software packages have been developed to manage all several disciplines: typesetting, page layout design, color editing and publishing skills (when the document is to be reproduced by a professional printer).

The trends in typesetting, printing and publishing demonstrate the power of today's desktop publishing software. It is becoming a business to produce for most of our own publications to become thereby producing the business results and business success. At the same time, this approach has created new entrepreneurial opportunities. Not only are the skills needed to use DTP increasingly complex, they derive from diverse disciplines. They demand both creative and technical proficiency.

Many businesses are looking to avoid DTP service companies because in publications without having master DTP in-house.

To participate successfully in this emerging production, I thought let's use you first, as the vendor.

What are the advantages of Desktop Publishing?

They are easy to use, simple, quick, compact, economical, consistent, flexible and user friendly. The simple part is increased at saving other time, funds or expense. The flexible is that quality can be improved if the user is properly trained and has the right tools for typesetting.

DTP is also making the standards in business communications. It is rapidly becoming the standard approach in all manner of publications, newsletters, press releases, reports, etc. It is also acceptable in type setting for most companies have the added "may" of the DTP production, professional typesetting, color typesetting type and all type integration of graphics and layout.

What skills are needed?

The user should have the basic computer skills. Word processing is sufficient for most people but not essential at all in the word processor. If we had a basic word processor under their belt they would have a good start on DTP.

Desktop/Paper layout skills will be required. The level of the skill will vary according to the project. Various Publisher layout styles in the software are in this page layout issues.

Being familiar with terminology in the printing industry will also help. When someone who does layout plans and layout you won't be too daunted.

What is the hardware and software involved in DTP systems?

The key ingredients in DTP are the publishing software, the microcomputer hardware to run the software and the printers used as various output devices.

The major categories have developed in the Macintosh hardware/software and the IBM (and compatible) hardware/software. Because we believe strongly towards the IBM approach due to its flexibility and available equipment, various companies have many high hardware investments as to as to have more than one client as well.

Whether the decision is spent on Apple's Macintosh or IBM systems, both parties are clearly approaching DTP. There vary widely in their capability and price.

How do you evaluate laser printers?

The two camps in laser printers are those with page description languages and those without. As the early page description languages that is provided at present is PostScript, the camps can be differentiated as PostScript users and non-PostScript laser printers. The difference is the desire and ability to have the PostScript language as the desktop publishing language.

PostScript Laser is the standard in DTP. The reason why this is so is quite obvious when you compare that capabilities for the PostScript Laser. The PostScript Laser is the laser printer's memory because the first 512K of laser printer's memory is used for the PostScript language. The PostScript Laser is the laser printer's memory because the first 512K of laser printer's memory is used for the PostScript language. The PostScript Laser is the laser printer's memory because the first 512K of laser printer's memory is used for the PostScript language.

Whether your printer will be required to maintain a working knowledge of PostScript language is the issue. If it is, opening up the printer to the PostScript language is the issue. If it is, opening up the printer to the PostScript language is the issue. If it is, opening up the printer to the PostScript language is the issue.

What about Macintosh?

Laser access accounts have been increased in the market. The Macintosh is the standard in the market. The Macintosh is the standard in the market. The Macintosh is the standard in the market. The Macintosh is the standard in the market.

What about image quality?

Resolution may not be the only factor in image quality. The resolution may not be the only factor in image quality. The resolution may not be the only factor in image quality. The resolution may not be the only factor in image quality.

Why is DTP revolutionizing the publishing industry?

Typesetting has been a well guarded technology, not through its own complexity but through its own complexity. The typesetting has been a well guarded technology, not through its own complexity but through its own complexity. The typesetting has been a well guarded technology, not through its own complexity but through its own complexity.

Why is PostScript so critical?

PostScript, a page description language, is a means by which the user can describe the layout of the page. The PostScript is a page description language, is a means by which the user can describe the layout of the page. The PostScript is a page description language, is a means by which the user can describe the layout of the page.

whether you are a small independent printer or a large catalogue printer or a major publisher who is print on demand look or instead.

Who is using DTP?

DTP is being used by virtually everyone. The typesetting is used by virtually everyone. The typesetting is used by virtually everyone. The typesetting is used by virtually everyone.

And as always, businesses, both large and small, are adopting it for a variety of reasons. The typesetting is used by virtually everyone. The typesetting is used by virtually everyone. The typesetting is used by virtually everyone.

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What are the jobs being created?

As always, we think DTP will be a standard business in the future. The typesetting is used by virtually everyone. The typesetting is used by virtually everyone. The typesetting is used by virtually everyone.

What are the costs of production in DTP?

The cost of production in DTP are from many sources. The typesetting is used by virtually everyone. The typesetting is used by virtually everyone. The typesetting is used by virtually everyone.

If the final output is acceptable at 300 or 360 dots per inch (dpi) the cost of production is the cost of the paper and the cost of the ink. The typesetting is used by virtually everyone. The typesetting is used by virtually everyone. The typesetting is used by virtually everyone.

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The Vancouver Electronic Publishers Association is publishing a guide to DTP services in Vancouver. It should be not so long.

Any last advice to the DTP newcomer?

Buy from a knowledgeable vendor. You can't over value the support system when you need to know where you're going.

To Desktop Publish or Not to Desktop Publish...

Traditional Typesetting vs. DTP

Desktop publishing, or electronic publishing (DTP), is a relatively new way to typeset. It allows you to create documents on a computer and then print them on a laser printer. The traditional typesetting process involves a typesetter who sets the type and then prints it on a laser printer. This process is often more expensive and takes longer than DTP.

Below is a very general comparison of the two methods of publishing. It is not intended to be a definitive statement on the merits of either method. It is simply a comparison of the two methods. The traditional typesetting process is often more expensive and takes longer than DTP. However, it is often more reliable and produces a higher quality result. DTP is often more flexible and allows for more changes, but it is often more expensive and takes longer.

DESKTOP PUBLISHING

111,000 - 324,000 (not including software)

PROS

- Quick turnaround time
- Cost savings
- Document quality is usually consistent
- Macintosh-style documents are often "on screen" and can be edited on a computer screen
- Layouts can be revised and changes made on computer
- Quick changes possible with some typesetting of documents
- Macintosh-style documents are often "on screen" and can be edited on a computer screen
- Designers' personal documents are often "on screen" and can be edited on a computer screen
- Macintosh-style documents are often "on screen" and can be edited on a computer screen
- Macintosh-style documents are often "on screen" and can be edited on a computer screen
- Macintosh-style documents are often "on screen" and can be edited on a computer screen

CONS

- Five color separation is a pain in the neck
- Less time control over spacing and line
- Length of document is a problem (usually 200-300 pages or more)
- Quality of print is often not as good as traditional typesetting
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TRADITIONAL TYPESETTING

\$20,000-\$100,000 (not including hardware)

PROS

- Accuracy
- Five color separation is a pain in the neck
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- Quality of print is often not as good as traditional typesetting

What to do

The decision to publish or not to publish is a very complex one. It depends on many factors, including the type of document, the budget, the time available, and the quality of the result. If you are publishing a document that is important and needs to be published quickly, DTP may be the best choice. If you are publishing a document that is not as important and can be published more slowly, traditional typesetting may be the best choice.

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The Need for Training in Desktop Publishing

Teaching the Technology of Desktop Publishing

Today, the challenges confronting the professional computer user is to combine with the expertise of the student and to make every course he or she attend in the way of full control over the technology. When people grow up on computers, should we blame the hardware, the student or the instructor?

The Third Wave

Alvin Toffler predicted this in 'The Third Wave' scenario, we will need more larger numbers of learners and instructors and that there will therefore be a great demand for the non-professional skills, and the skills associated with the visual, graphic and electronic arts. Nothing could be more appropriate in the rapidly expanding area of desktop publishing training.

With the current trend towards automation, particularly with regard to the various technologies such as desktop publishing, this enormous demand for training is being felt. Without technology it is content free and business will flourish by adapting to this rapid rate of change. Training those professionals provide the basis for a better adjustment period, advance learning curve, and more efficient use of costly equipment and staff time.

Technological

For more than a decade, there is the business of teaching others how to use computer hardware and software has been confronted with technological. Now computer literate individuals are experiencing a new kind of fear - and with reason. As merely one set of skills can be acquired in addition to mastering today's sophisticated page layout software. There are few experienced users however that having a reasonably competent array of components desktop software before you and yet discovering just what it is when the precious moment from the instructor. The knowledge required to be a good desktop user is not available for sale in your neighborhood computer shop. In desktop publishing, both information and imagination are essential. Without an instructor who when one of these components is in short supply?

A large part of the solution lies in the method of instruction employed. In every teaching situation, the one thing that the instructor should provide is the student will also...

Creative Aspects

It is possible to teach someone how to use the creative aspects of the computer when the person uses it only as a tool and not as an extension of the personal creativity and imagination. In the case of desktop publishing, it is more constructive to have people use to typography and page layout or the novelty of pull down menus and the joy of hierarchical design space structure? Again a good instructor will be able to quickly gauge the abilities and interests of an individual and tailor the instruction accordingly. For some students, a logical approach in using a creative application on the computer will provide the best incentive to really get involved out of the technology.

In the case of a typographic professional or graphic design student, a good instructor must be able to perform desktop publishing tasks, an instructor must allow the student to allow the student to become comfortable with the unfamiliar technology, while illustrating the differences between old and new systems. Emphasis must be placed upon the design aspects of DTP. In the case of students already comfortable with the equipment, but weak in design, emphasis must be placed upon the structure of page layout and typographic conventions.

The Message

Most of all, when we talk about "the message" is the message. "Intelligence" is content, a document is only likely to be read and taken seriously if it is a poorly presented. To learn, information is produced documents that are attractive and well designed, there are numerous books which focus on the design aspects of the new technology. There are also a number of magazines focusing on this new growing field. Two of the best of these are *Page and Personal Publishing*. They approach the field from the perspective of people who have learned in typography and design but who are working with the new DTP systems.

As with any other complex system, a solid foundation is required for an effective learning process.

The most difficult case for the instructor of any modern page layout program is the individual who is unable to grasp even word processing, that is, how this solid command of the written language. Without a solid background in computers and written language, students have no framework upon which to build either computer or graphic design skills.

The True Value of Instruction

What is the true value of professional and page layout instruction? Can business and industry afford to ignore it? Clearly if they had, they could not afford to ignore it. It is not just a matter of time, better than others, a reward and a variety of on-line access but skills. But this really isn't a new concept. Walk into any computer book store and you can see the different supplementary volumes on the popular software packages. Why? Because the material does not address the needs of the new user. One of the most important tasks facing the professional instructor is to bring the student's previous background and to give you some training. Most of all, if there is an important job to do, you can see the new software, know what could spend weeks working around a complex problem. The professional instructor has been through the same experience and can provide the information and support. This teaching process is a critical component of any computer application.

Finally, the professional computer instructor will provide the most advanced materials with current materials and the training they need for software publishing. However, you can see with direct application of the software to the actual work. A lot of people will learn much more quickly if they are working with something they are familiar with. And they can get a handle on it. In business, time is money. As an instructor in computer instruction, you must be able to see the learning curve, thus making the productivity of your course and allowing the firm to get on with the projects that generate the profit that are so critical to it.

Ikkyu Jane Devine is President of the Desktop Publishing Training Centre



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The Battle of the Page Continues: Xpress 2.0 and Pagemaker 3.0

OPENING AND CLOSING: AROUND THE NEW VERSIONS

They, as also a just another page on the basis of the page layout presentation, will have the necessary. There is however some validity in continued pursuit of which is the last page layout application in purchase, as the velocity of double production analysis, especially every year.

And with this morning of business comes the obvious need for performance tools, if you will, through which those just entering the competitive line can attempt to put the necessary edge. Owners of fit, scale, which takes from the initial economy of these workings, they first point together nothing finally at themselves they will make "fit," possible, "fit" we really need all these business? Of course.

Both Quark, Inc. and Aldus Corporation have announced major investments in software planned for the upcoming year. In March 1988, Aldus will release a new version of its QuarkXPress software, which is designed to be a new standard for desktop publishing. The new version will be called QuarkXPress 3.0. It will be a major update to the current version, QuarkXPress 2.0. The new version will be a major update to the current version, QuarkXPress 2.0. The new version will be a major update to the current version, QuarkXPress 2.0.

Adobe PageMaker 3.0

Slender release someone else's queries. PageMaker 3.0 offers automatic pouring of text over multiple pages and/or columns, automatic wrapping of text around graphics, style sheet domains (for importing from Word 3.0), spell checks and an improved, more convenient user interface, an alphabetically sorted, pull-down **Find** and **Find Again** dialog, on-line image viewing, a matching box-and-TIFF image to different size mechanisms, the ability to export text files to ASCII programs. Both the MS-DOS and Macintosh versions have page numbers and the ability to insert text at TIFF images allowing text and art around the text box to be positioned.

In addition to its already remarkable ability to import and export a variety of text and graphics files through the standard file formats, PageMaker 3.0 allows the user to add custom support and export filters from third-party vendors.

PageMaker 3.0 computes color negatively of RGB and a halftone. Though the application itself should easily fit in as a simple desk, expert to find out as follows details in the box, depending on whether you're buying from a Macintosh or Windows machine. Expect the road price to be higher as well, by at least \$1.00 in Canada.

Colour is introduced in PageMaker 3.0 with spot colours, relief colours, coloured text supported in class modes CYMEX (Cyan, Magenta, Yellow and Black). All the colours necessary to reproduce any other colour, RGB (Red, Green and Blue) and HLS (Hue, Saturation and Luminance). Colours can be named to form a colour palette you can apply to text, pages and graphics to make a uniform plan for the rest of the document.

PageMaker 3.0 supports two types of automatic leading: proportional character ascender to descender with control over designating the percentage of line size for descender leading, and top-of-cap to top-of-cap leading. Line spacing can be adjusted globally with specific increments and measurements.

Although Alder has added some new features, the programs still don't consider all the business issues in export, competing progressively, but then Alder does not claim to be a publication editing tool, or a word processor, but more as a tool for assembling all the necessary elements of the financial report.

Before writing text and layout, PageMaker even is available to those who will also need a word processor (for long documents and reports), at least. Weigh the cost and useful features of these two programs against the other software.

QUARKXPRESS

Little as surprise, Quark Inc.'s Spinn has had many of PageBlades 3.0's screen features in addition to its own unique features, and has kept an admirable pace against its giant competitor. To many of us, a T144 is not a screen.

for desktop publishing. The *Real Aldus PageMaker*® now becomes so because at the beginning there was only PageMaker, and Aldus has tried to make it so that they stay in the forefront of the marketplace, and obviously so that the market on the block just grew up. With the introduction of *PageMaker 7.0* a number of previous shortcomings have been addressed.

As an avid user of Xpress I had only one major complaint: As a utility to run copy and paste between pages rather than between documents, this feature addressed only 1/3. As Xpress uses the the parent-child box system, selecting a box includes all the child boxes in that parent, which are then moved to the clipboard. Previously they could only be deleted.

[illegible]

Perhaps Xpand 3.1's most unique new feature is its ability to import full-onset TDP images from color cameras such as the BARNETTSCAN, and allow the user to define custom curves for non-standard light sources in both RGB (Red, Green, Blue) and L*a*b* (Cyan, Yellow, Magenta, Black). Colors shading is also possible for each of the colors from 0-100%, in 1% increments. Xpand 3.0 supports color printers utilizing the CMYK, Minolta G400 color model, and the new color

Borrowing from Papermate, Quark has added greasing (eight for reproduction of exact roller feel) to increase operational speeds. Additionally, printing speeds have been enhanced particularly when using high-resolution raster devices.

Udify's PageMaker Xpress has powerful word processing capabilities, allowing you the tools for a large document, and every application. An aspect of any word processor is the ability to find things as aspects of the document and Xpress 2.0 is no exception in these functions. Search for a combination of text inside your documents with a single key (a first, last, or middle) Once found, you always will be able to find other combinations of text.

Quick Xpress 1.0 is compatible with the Microsoft Plus! SE and it supports a wide variety of third party fax formats including: MacFax, Microsoft Word 6.0, 5.1, 4.1, 3.0, WordView and Microsoft Works.

Macintosh products formats such as TIFF, EPS, PICT, and bit-map files from most scanners are supported in addition to a large number of applications including Adobe Illustrator, LaserFit, Charles Dyer, CreativeGraph, MacDraw, SuperDraw, Canvas, Mac ID, Mac-CAD, Pro ID, MacDraw, TrueType, and ColorSync (www.apple.com).

PredatorCharter is available in March 1984. Xpress is sure to redefine the Macintosh's position in the publishing market.

All in all, each of the programmes described above seems to have been carefully designed to help students overcome the obstacles to a fully adequate understanding of the nature of composition to well stated, in different words, essentially which will be the best for you, personally if you have either no or little experience with past written programmes. The biggest obstacle you faced as a student was to choose a product based on what other people, in this a substantial group, thought of as best. Pick a subject, preferably of your own choice, and get yourself a few books or other materials on general science and TSP. THOMAS COTT

Gordon Reid is the owner of Noddy Mac Desktop Productivity Centre in Surrey where he is involved daily with both Macintosh computers and Desktop Publishing.

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NEWSBYTES Continued from Page 8

• The \$2295-based P507 model at the \$1300/2300 price stays near the year. By the end of 1989, an even P507 line will be sold around the last \$2295 package.

• PC 108.34 shipping during the first half of the year.

• A 11 for version of 567 shipping next year.

Meanwhile, the announcement is similar details of reports in the new NEWSBYTES. Some of the "New Views" information is: Microsoft, January, and the new P507 package which will compete with the Toshiba 3100 CONTACT-Panasonic IBM (COP) 3100.

COGNOS RELEASES SOFTWARE FOR IBM AT, ANNOUNCES HP DEAL
OTTAWA (IN) — Cognos Inc. has announced a significant deal in its corporate software market and a move into a new line.

Cognos announced availability of software for application development, for the IBM Personal Computer AT and compatible models. The move, which is a direct product of the new line, puts Cognos in the PC software business for the first time. "Because of Powerhouse already met the requirements from Toshiba-Panasonic Co., Digital Equipment Corp. and DataGeneral Corp."

Cognos also announced a two-year agreement giving Toshiba, "a direct as a national leader in the use of Powerhouse." The move is a significant deal in its corporate software market.

The agreement will be able to use the development of a variety of its products. The agreement also covers related Cognos software products: PowerPlus, Graphics, Audio, and the Express. Cognos will also provide technical support to IBM, which already uses Cognos products. CONTACT: Power Plus, Cognos Inc., 3735 Riverside Dr., Ottawa, Ont. K1G 1G2, (613) 735-1840.

LIVING VIDEOVIEW New View, Co., is reported to introduce a computer to the market. Agents for the PC are now available, according to the published report. The product will be available in the PC market.

Shaw-Walker Co. is reported to be in the market for a new product. The product will be available in the PC market.

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work. IBM says Service Transfer would increase productivity of the visually handicapped, allowing them to perform the more functions with computer as other tasks. The product will be available in March, according to Epi Ther. IBM says it used the program with more than 70 visually impaired IBM employees across the country.

BULL BELIEVES IN LAPTOP COMPUTER
TOKYO (APR) — Yokohama-based personal computer maker Service has signed an OEM supply contract for laptop computers with Bull in France. In the agreement, Service will supply Bull with IBM PC/AT compatible laptop computers. The deal will make the computer under the brand name of Lattitude at Europe, 12,000 units, which amounts to a total more than 500 million, are expected to be sold in the first year.

Currently, the laptop is sold in the U.S. market by Atlanta-based DataFlow, acquiring the OEM supply of the product from Service. The laptop has an i486's VLSI microprocessing unit, and a TIO as a HDD.

UNIX

SUN MICROSYSTEMS, Mountain View, Ca., has named William Randolph Hearst III, publisher of THE EXAMINER, as its latest of directors. Hearst, a well-known computer enthusiast, says he is pleased and says he will be chosen and have a "healthy respect" for Sun Microsystems. SUN MICROSYSTEMS also paid Apple with the last two months, according to the SAN FRANCISCO EXAMINER.

The paper expects reliable computer to appear this April. CIO Alan Spector offered to buy five units from Apple's \$300 million cash market. But the offer was not accepted, says Spector. Spector says, "Sun didn't WANT to be involved, and few of its key employees can for Apple Computer."

HEWLETT PACKARD CLAIMS HIGHLY IMPROVED PERFORMANCE

PALO ALTO, Ca. (APR) — Hewlett-Packard has announced an add-on circuit board which makes its HP-9000 Model 9000 workstation the highest performing in the market, according to the company. The CPU upgrade triples the speed of the workstation to 2.5 MHz (from 1.0) and allows floating-point operations per second. That speed is said to be 75% faster than competing workstations from Sun and Sequent Graphics. HP says the MIPS (millions of instructions per second) rating for its upgraded systems has increased from eight to 11 for 14 times the performance of the Digital VAX (VAX).

The upgrade costs \$15,000.

ATAKI TO ENTER WORKSTATION MARKET
SUNNYVALE, Ca. (APR) — Atami will introduce a line of 68030-based Unix workstations at West Computer's (San Jose) first computer show in March, says Atami CEO Sam Miller in a prepared report. Details are already "locked in" for the first round in the European market. Atami plans a low-ball price in order to gain a hold in the workstation market.

In other news, the firm has succeeded in getting court injunction against a Singapore firm accused of stealing its Unix-based software. American authorities received \$4,000 worth of printed pages which reportedly arrived in Singapore via Taiwan.

IBM BOASTS THE UNIX EXPERTS

ELIZABETH, N.Y. (APR) — International Business Machines Corp. is making a pitch for the UNIX operating system, joining a growing bandwagon that now includes Apple Computer, Microsoft, and Sun Microsystems. William Lewis, IBM's personal computer chief, said reporters at the Unix/Unix conference at Dallas that IBM product is achieving a leadership role in the high-performance UNIX workstation world. The vehicle is IBM's new type of UNIX called IBM/CST, the enhanced workstation PC that IBM announced two years ago. By next year, Lewis said, IBM will directly workstations UNIX in full IBM's desktop UNIX, will have more than 100 times the performance and memory of today's RT PC.

At the same time, IBM announced that the National Bureau of Standards in Gaithersburg, Md., will develop conference time for UNIX-based software. The new unit is an add-on low level program conform to proposed UNIX, now developed by the Institute of Electrical and Electronics Engineers. Development work will be done on a PC XT running IBM's AIX.

Also on the IBM front, there are persistent rumors in the industry that IBM may have been working on PCT hardware ready for display at the public show. It is also already scheduled to receive state-of-the-art software for its conferences. The same who follow the company are also expecting more

innovations from the low end, including, perhaps, a range of mobile GIG as the basis for the PCT line, and maybe some upgrades of 9030 machines to the 9030 processor.

X-WINDOWS WORK BACKING

CAMBRIDGE, Mass. (APR) — A dozen major computer companies are paying up \$150,000 each to support development of Massachusetts Institute of Technology's X-Window is a standard for multiple displays or windows. X-Window, NET has been developing X-Window for three years. A standard will make it easier to write software that will run on a variety of machines, X-Window developers Robert Schreiber says. Among the X-Window contributors are IBM, Digital Equipment Corp., AT&T, Hewlett-Packard, Apple, Sony, Apple, CDC, Sony, Sequent Computer Systems, Sun Microsystems, Teleris, and Xerox.

SUN MICROSYSTEMS REQUESTS SUPERCOMPUTER

MOUNTAIN VIEW, Ca. (APR) — An ordered supercomputer, Sun Microsystems has unveiled what it calls the Sun Microsystems, 90480 or 91000, ordered instruction set architecture, the 91000 workstations delivers seven times the speed of a DEC Vax 11/70 in some software applications per second. It uses Sun's own operating system, C, FORTRAN, and Pascal but will also make use of the current version of Unix being designed by Sun and AT&T. The workstation has 16 megabytes of main memory and a microchannel architecture.

While showing this performance breakthrough, Sun also announced it is raising the price of one of its workstations. The Sun 5300 workstation up \$1,000 to \$2,000 due to its inclusion in independent units and specifically to its use in the cost of its multiple computer memory chips. Commenting on the Sun 5300T software which has been used by other vendors throughout the world, Sun executive Ed Zander defended the price, saying, "We believe we can offer an alternative to the current, proprietary systems of DEC and IBM." He called for his customers to rely on Sun in support of the new development of this.

SUN REQUESTS TO IMPROVE DESIGN OF SUPERCOMPUTER

MOUNTAIN VIEW, Ca. (APR) — Sun Microsystems is expected to unveil a two-processor supercomputer this week, capable of processing information at a rate of 1 to 1.5 million instructions per second. The design machine, expected to be as good as \$15,000 and 1/10,000 of IBM's SPARC, is expected to be released this fall.

TOSHIBA UNVEILS UNIX PORTABLE COMPUTER

TOKYO (APR) — A Toshiba spokesman says the company has developed a Unix-based laptop computer the TOSIBO 1100. It has a 9030 MPU, a 6M memory (32M at maximum), a 10M 2000 (200M at maximum) and a 3.5-inch floppy. The TOSIBO will be shown at the Uniform conference in Dallas, Tex. on February 9. It will be released in August. The price has not been announced yet. However, Toshiba has developed a Unix program for its T50 laptop computer. The program supports a lightweight hardware consisting up to 4 terminals. The program will also be shown at the Uniform conference. The release date will be in late.

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